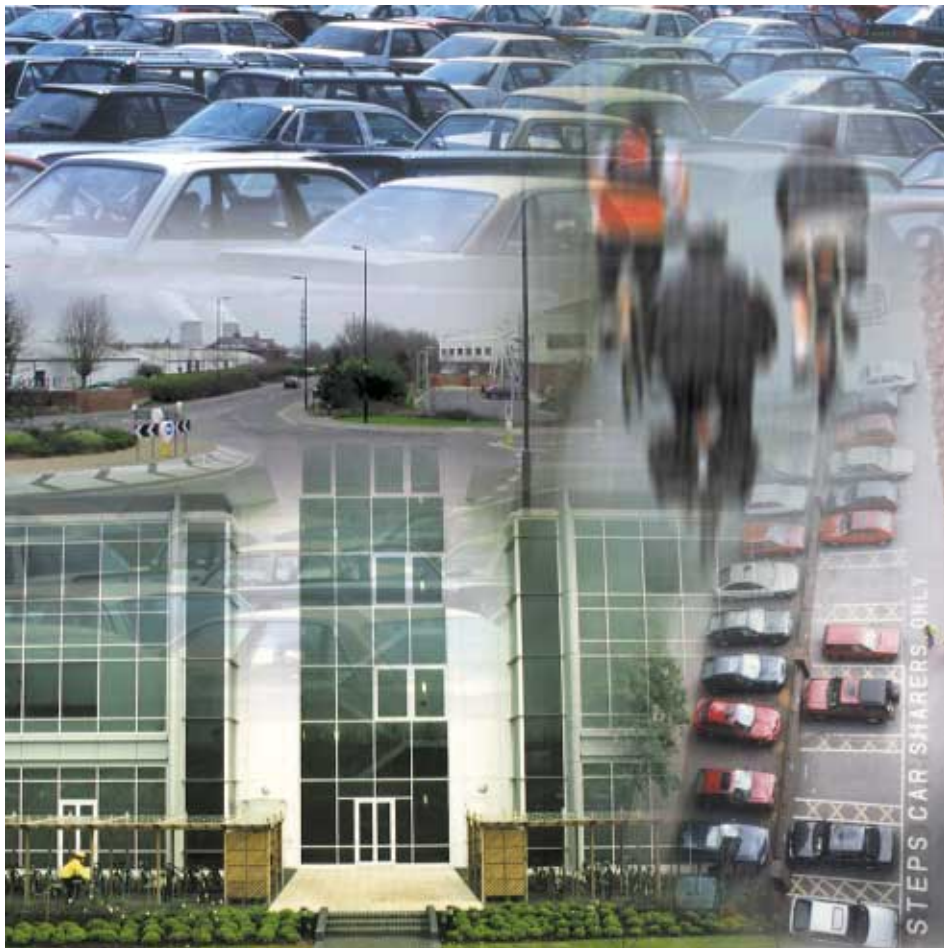


Travel Plans

A Guide for Developers



ENERGY EFFICIENCY

BEST PRACTICE
PROGRAMME

THE GUIDE

The purpose of this guide is to help organisations involved in existing or new developments, to understand the implications of the growing number of travel plans being introduced. The guide aims to demonstrate the benefits that can accrue to those involved in development who consider 'green' travel elements as an integral part of their proposals.

This guide is relevant to:

- Property developers.
- Site managers.
- Planners.
- Architects.
- Engineers and designers.
- Consultants.
- Local planning Officers.

WHAT IS A TRAVEL PLAN?

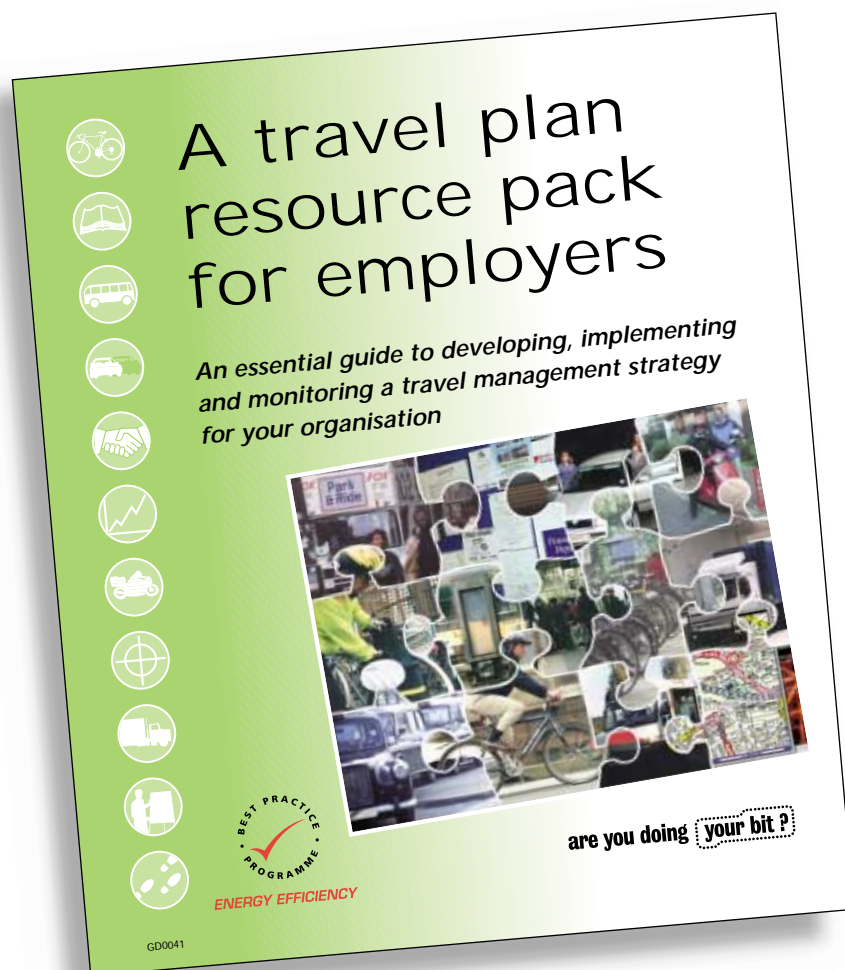
A travel plan is a package of measures aimed at bringing transport and other business issues together into a co-ordinated strategy, with an emphasis on reducing reliance on single-occupancy car travel. Many organisations are introducing travel plans to encourage their staff, students or visitors to travel other than by private car, thus reducing congestion, pollution, and the demand for parking space. Many travel plans are already being implemented but the next few years will see the rate of introduction of new plans quicken, bringing a wide range of opportunities for many businesses.

Travel plans are principally designed to increase choice and reduce reliance on the car. They are also implemented to assist in managing the transport needs of an organisation. They are being introduced predominantly for journeys to or from work or for journeys made during the course of the working day. They involve the introduction of incentives to people to change their mode of travel, such as discounts or interest-free loans for alternative transport modes, sometimes in the context of restrictions on the use of private cars, or increases in the cost of using cars.

Travel plans are relevant to the full range of developments relating to jobs, leisure, retail and services, including offices, industry, health and education uses.

At the centre of successful travel planning is partnership. Through working in partnership with other organisations and businesses, including local planning authorities and public transport operators, you could design and build sites that reduce reliance on the car and provide real alternative transport choices to your site.

There are other guides which provide detailed information on the benefits of travel plans and how to develop and implement a plan within an organisation. Please see Annex A for details.



WHY SHOULD DEVELOPERS, AND RELATED PROFESSIONS BE INVOLVED?

The number of businesses throughout the country implementing travel plans continues to increase. This will continue as local authorities implement traffic reduction targets, and the government pursues the policies set out in the Transport White Paper published in 1998. New developments will find it difficult to gain planning permission unless there are substantial elements of 'Green' transport proposals included. It therefore makes good business sense to be aware of what this involves in order to keep ahead of competitors.

There are some big development challenges ahead. Those developers, planners, architects and engineers who have innovative solutions are likely to be better placed to win more business in the future.

Travel plans can produce many benefits for organisations such as: reducing congestion and promoting good access to their buildings; improving road safety around and near their buildings; avoiding the wasted costs of providing too much parking; improving the amenity of the

area around their buildings; and promoting the image of the organisation. You are in a position to help realise these benefits for your customers through development that facilitates and encourages alternatives to single-occupancy car travel.

Travel demand is inextricably bound up with land use. Therefore, this guide is addressed to developers, architects, planners and engineers, all of whom are no doubt very aware of the established requirements for energy efficient buildings, but may not be so aware of the transport consequences of new developments. The principal areas that can be addressed are:

- The location of the development.
- The density, scale and mix of land uses.
- The design and layout of the development.



A travel plan can help reduce or avoid the need for parking provision

HOW CAN THE DEVELOPMENT PROCESS ENCOURAGE ALTERNATIVES TO CAR TRAVEL?

OUT OF TOWN DEVELOPMENTS

The recent opening of the Bluewater shopping development near Dartford in Kent marked the end of an era.

It is unlikely that planning permission would now be granted for such developments: in future, the emphasis will be on revitalising the high street, improving access by non-car modes and providing less, not more, parking space.

Current government policy now indicates that Local Planning Authorities can require planning applications to be accompanied by a travel plan. Planning Policy Guidance note 13 on Transport (PPG13) (Final version, March 2001) indicates this is appropriate:

- With all major developments comprising jobs, shopping, leisure and services.
- With smaller developments comprising jobs, shopping, leisure and services which would generate significant amounts of travel in or near to air quality management areas and in other locations where there are local initiatives or targets set out in the development plan or local transport plan for the reduction of road traffic, or the promotion of public transport, walking and cycling. This particularly applies to offices, industry, health and education uses.
- With new and expanded school facilities to promote safe cycle and walking routes, restrict parking and car access at and around schools, and including on-site changing and cycle storage facilities.
- Where a travel plan would help address a particular local traffic problem associated with a planning application, which might otherwise have to be refused on local traffic grounds.

However, PPG13 goes on to state that 'unacceptable development should never be permitted because of the existence of a travel plan.'

Location of Development

Many local authorities are concerned that local economies have suffered as a result of out of town or edge of town retailing. Traditional high streets have seen business decline, car dependency has increased, and those people in the community who cannot drive are placed at a severe disadvantage and can suffer social exclusion.

As a result, local authorities are increasingly looking favourably at development locations that are well served by public transport. This often means locating close to town centres rather than on the town periphery. At the same time, there is emphasis on reduced levels of parking associated with development and legislation now enables local authorities if they so wish to levy charges on parking spaces - known as the workplace parking levy. The revenue generated from such a levy will be spent on public transport provision.



New development should be served by safe walking and cycling routes

HOW CAN THE DEVELOPMENT PROCESS ENCOURAGE ALTERNATIVES TO CAR TRAVEL?

The professions involved in development should be aware of the new policy context and be prepared to take advantage of the positive aspects of sites located in, for example, regeneration areas, which can be conveniently linked to nearby public transport. Within the context set by PPG13, transport interchanges offer ideal locations for office, leisure and retail development, as they can offer excellent public transport facilities.

Industrial uses and distribution sectors could consider locating close to rail links. However, even when operations at these locations are mainly road-based, travel plans can have a role to play for permanent on-site staff. In addition, the proximity to suppliers and customers could have a significant impact on operations which, in turn, could reduce the amount of freight mileage and empty running.

For housing development approvals, similar criteria apply. Local authorities will be looking for proposals that maximise the potential of a site to use available public transport or walking and cycling, or to sustain new or improved transport services. The location of new housing in relation to employment, schools, shops and hospitals will be an important determinant of travel demand. Furthermore, local authorities can use planning agreements to put in place improved public transport facilities and walking and cycling routes, or improve existing facilities where there is very little at present.

Density and Mix of Land Uses

By allowing higher density development near to good quality public transport, and mixing development uses, it is possible to reduce travel demand by private car. Combining shops, commercial development and housing can reduce the length of journeys and the need to commute to work by car, thus encouraging walking and cycling. The provision of “metro” type convenience shops at transport hubs enables people to shop on the way home from work, reducing the need to make a separate trip.

Design and Layout of Development

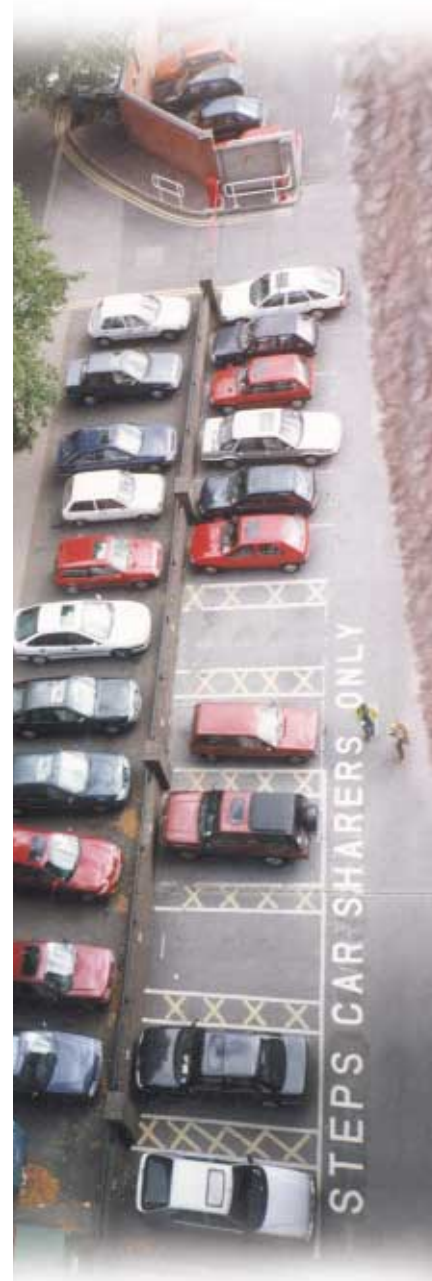
The layout of a development needs to be amenable to the use of alternatives to single-occupancy car travel. This requires, for example, careful detailed design to ensure that pedestrians can take the shortest possible route on paths that are pleasant to use - and not have to struggle across dimly lit, wet and windy car parking or narrow alleys. Similarly, careful attention should be given to access for cyclists.

For business development, special parking spaces can be set aside for those employees that share a car, or car pool, and similarly, cycle parking areas can be located close to building entrances and accessed, where possible, by separated and direct cycle ways. Generally, sites will be more friendly to non-car users where the buildings are closer to the highway and therefore to bus stops, footpaths and cycle routes, rather than being located at the rear of a large parking area.

For school development, safety considerations should be at the forefront of design and layout to give parents and teachers the confidence to encourage children to walk or cycle to school. Consideration should be given to providing bus bays and turning spaces to improve safety for children walking between bus stops and school.

In housing development, new schemes will be designed with less car parking and designers should consider providing cycle parking for both residents and visitors. Bus routes within the development should all be set out to minimise journey time in comparison to car journeys.

Secure cycle parking should be considered in all types of development, including housing.



WHAT ROLE CAN RELATED ORGANISATIONS PLAY IN THE DEVELOPMENT PROCESS?

ADDENBROOKES HOSPITAL, CAMBRIDGE

Planning permission for future expansion of the hospital has been granted only if car parking is frozen at its current level and a travel plan is developed to reduce the level of car use.

The hospital and local authority have set up a working party to monitor progress and to encourage changes in the way staff travel to work. Parking charges for staff and visitors, additional cycle parking, bus shelters and publicity about local transport services have been introduced.

Planning Professionals

Planners and developers should be aware of the requirements of local planning authorities. The following items are relevant:

- Become familiar with Government policy guidance, in particular PPG13 on transport, local authority Local Transport Plans, Development Plans and travel plan initiatives and DETR's travel plan guidance (See annex A page 9).
- Select sites with good 'green' credentials and linkages with areas of population, employment and commercial centres (Development Plans should indicate appropriate locations).
- Begin discussions with local planning officers at an early stage, to resolve issues quickly and strategically.
- Where public transport accessibility or infrastructure falls below that which is deemed necessary, work with operators to define improvements and, where appropriate, reach Section 106 agreements (Section 55 in Scotland) between the developer and local authority to secure services.
- Consider how the adoption of a travel plan could enable you (or your client) to require less parking space - space which could provide more accommodation on the same site.

Design Professionals

Good design concerns all those involved in making or shaping decisions affecting the quality of new development. It rarely happens by chance, and is most likely to arise from a collaborative effort involving input from a range of professionals such as architects, landscape architects, planners, engineers and surveyors.

The overall concept and design should take account of:

- The future needs of those using a development, encouraging arrivals by public transport, walking and cycling.



- Spatial relationships with local housing when considering commercial development, and employment areas and retail centres when considering residential development.
- Requirements for lobby areas where information about public transport or car sharing can be made available.
- Lighting, landscaping and shelter to make pedestrian and public transport waiting areas pleasant and secure.
- The provision of shower and changing facilities at convenient locations throughout the development.
- Well designed and conveniently located cycle routes and cycle parking areas.

Sound practical advice on how to achieve good urban design is set out in the joint DETR/CABE publication "By Design. Urban Design in the Planning System: Towards Better Practice" and the complementary guidance issued by English Partnerships, the "Urban Design Compendium."

WHAT ROLE CAN RELATED ORGANISATIONS PLAY IN THE DEVELOPMENT PROCESS?

Engineering Professionals

As well as the building structure and foundations, civil engineers are responsible for internal highway and parking layout and can influence the gradients of sites. These aspects can, with sufficient awareness, be used to the advantage of cyclists and pedestrians. The following points should be considered:

- Traffic speeds on development sites should be low - priority should be given to environmentally friendly mode networks rather than the vehicle network.
- Junction layouts can be made more compact to suit pedestrians and raised to be level with the rest of the pavements.
- Signing should be sympathetic to cyclists and pedestrians by clearly highlighting safe routes and providing warnings for motorised vehicles.
- New surface treatments and street furniture can be specified for the benefit of walkers and cyclists.

WORKING IN PARTNERSHIP

Consultants, architects, developers, engineers and planners should work together from the early stages of a development proposal to ensure they promote sustainable transport choices and reduce the need for travel, especially by car. Regular contact with transport providers and local authority officers in the early stages of the development process is recommended to address important issues strategically with a balanced range of professional experience. This will help to ensure sites are easily accessible for all users and travel plans are of high quality.

Many local authorities and some businesses or partnerships now employ travel plan co-ordinators. The role of local authority co-ordinators is generally to provide ongoing advice and guidance on travel plan measures. Co-ordinators working for large employers or partnerships generally promote, manage and develop their own plans. Local authority co-ordinators are well placed to

provide general guidance to developers wishing to incorporate green travel measures. Also, local authorities may increasingly seek to secure appropriate measures to promote sustainable transport choices and travel plans through planning conditions or planning obligations tied to planning permission. These may include: bus stops, cycle parking and changing facilities, safe pedestrian routes or provision of travel information.

WHERE CAN I GO FOR GUIDANCE?

Your local authority transport or development control officers should be able to tell you more about travel plans and general planning requirements in their areas. Details of local authority officers who have responsibility for travel plans are listed in annex B. Alternatively, consult your relevant professional institutions. Local Chambers of Commerce may also be able to offer advice on organisations that already have travel plans that you could consult with locally.

You may decide to give a member of staff sole responsibility for researching 'green' transport issues or you may need to make staff more aware of the rapidly changing transport agenda by sending them on training courses.

PRACTISE WHAT YOU PREACH!

One of the best ways of promoting travel plans is by example. Professions such as property developers, consultants and architects can do this by developing travel plan initiatives for their own staff.



ANNEX A SOURCES OF INFORMATION

TRAVEL PLAN GUIDES

There are many guides available on how to implement a travel plan. The government has published several guides which are free and give an excellent overview of the subject:

- *Preparing your organisation for transport in the future: The benefits of Green Transport Plans.*
- *A travel plan resource pack for employers: an essential guide to developing, implementing and monitoring a travel management strategy for your organisation.*
- *Developing an effective travel plan: a guide for Government departments.*

These are available free through the Environment and Energy Helpline on 0800 585794

- *School travel strategies and plans. A best practice guide for local authorities.* Available from DETR Free Literature Tel. 0870 1226236 Fax. 0870 1226237.

GENERAL ADVICE ON TRAVEL PLANS

Several organisations can offer general advice on setting up and running travel plans. Some of those listed below may be able to help you directly; others may refer you to other local or more detailed sources depending on the nature of your enquiry.

Association for Commuter Transport (ACT)

1 Vernon Mews
Vernon Street
London
W14 0RL

Tel: 020 7348 1977
Fax: 020 7348 1989
Email: mail@act-uk.com
<http://www.act-uk.com>

Environment and Energy Helpline

Tel: 0800 585794

The Environment and Energy Helpline can provide free, independent information and advice on travel plans.

<http://www.energy-efficiency.gov.uk/transport>

Department of the Environment, Transport and the Regions (DETR)

Zone 3/15
Great Minster House
76 Marsham Street
London
SW1P 4DR

Contact: Helen Evans

Tel: 020 7944 4904

Fax: 020 7944 2167

Email: Helen_Evans@detr.gsi.gov.uk

The DETR is the Government department responsible for transport and environmental policy. DETR can provide information on government policy in the area of travel plans.

- The DETR website also contains information on travel plans. It can be viewed at <http://www.local-transport.detr.gov.uk/travelplans/index.htm>

ANNEX A SOURCES OF INFORMATION

OTHER INFORMATION

The following references will be helpful in terms of policy background and practical infrastructure design. Many of the Government's publications are available on the DETR web site (www.detr.gov.uk) or can be obtained from The Stationery Office Publications Centre, PO Box 276, London, SW8 5DT, Tel Orders: 0870 600 5522. Other useful web sites are: National TravelWise site (www.travelwise.org.uk) and Local Government Association (www.lga.gov.uk).

DETR. PPG13 Planning Policy Guidance on Transport. London March 2001.

DETR. Sustainable Development: the UK Strategy. HMSO London 1994.

DETR. A New Deal for Transport: Better for Everyone. The Stationery Office. London 1998.

National Cycling Forum in urban areas: Issues for Traffic Engineers and Transport Planners. National Cycling Strategy. June 1998.

Planning for Sustainable Development: Towards Better Practice. DETR. October 1998.

The National Cycling Strategy. DETR. July 1996.

Funding Cycle Schemes: A Guide to Resources for Developing Cycling Infrastructure. DETR. 1997.

Traffic Advisory Leaflet: Cycling to Work. November 1997.

Towards a Balanced Transport System: The Highways Agency's Toolkit. 1998

"By Design. Urban Design in the Planning System: Towards Better Practice" (DETR/Commission for Architecture and the Built Environment) May 2000.

"Places Streets and Movement: a Companion Guide to Design Bulletin 32 (Residential Roads and Footpaths)" DETR 1998.

ANNEX B LOCAL AUTHORITY CONTACTS

The list below provides contacts within local authorities who are responsible for Travelwise, Green Transport Plans/Initiatives or Business Travelwise. This list was current at the time of preparation of the guide, and will be updated from time to time reflecting the rapidly growing numbers of local authority staff being given a travel plan brief to manage.

NORTHERN ENGLAND

Greater Manchester Passenger Transport Authority
Fiona Hamilton 0161 234 3338

Blackpool Borough Council
Ian Thompson 01253 476181

Bolton M.B.C
Paul Feehily 01204 333333 ext. 6113

Bradford Metropolitan District Council
Martin Revill 01274 757420

Bury M.B.C
Tony Williams 0161 253 5273
t.williams@bury.gov.uk

Calderdale Council
David Holdstock 01422 392160

Cheshire County Council
Jamie Matthews 01244 603996

Cumbria County Council
Ken Blenchairn 01228 606739

Durham County Council
Hugh Stevenson 0191 383 3926

Kingston Upon Hull City Council
Graham Hall 01482 612024

Knowsley M.B.C
Michael Cairns 0151 443 2366

Lancashire County Council
Howerd Booth/Kathy Stacey 01772 263649

Leeds City Council
Jonathan Brown 0113 247 8914

Lincolnshire County Council
Andrew Thomas 01522 553153

Liverpool City Council
Steve Lindfield 0151 233 4304

Manchester City Council
Nigel Gilmore 0161 234 4063

Merseytravel
Sarah Dewar 0151 330 1296

North East Lincolnshire Council
Stephen Kempke 01472 324262

North Lincolnshire Council
Mike May 01724 297470

Northumberland County Council
Gordon Harrison 01670 533975

Oldham M.B.C
Joanne Betts 0161 911 4346

Peak District Nat. Park
Martin Smith 01629 816200

Rochdale M.B.C
Nick Clarke 01706 864371

Rotherham M.B.C
Joanne Vine 01709 822186

Salford M.B.C
Darren Findley 0161 793 3849

Sefton M.B.C
Jean Hunt 0151 934 4259

Stockport M.B.C
Paul Dandy 0161 474 4394

St Helens M.B.C
John Harrison 01744 456188

Sunderland City Council
Amelia Forrester 0191 553 1524

Tameside M.B.C
Carol Willgoose 0161 342 3920

Trafford M.B.C
Josie Wride 0161 912 4397

Wakefield City Council
James Stephenson 01924 206060

Warrington Borough Council
Mike Batheram 01925 442684

Wigan M.B.C
Barry King 01942 404234

Wirral M.B.C
Steve Whitehouse 0151 666 4005

York City Council
Daniel Johnson 01904 613161
Daniel.johnson@york.gov.uk

CENTRAL ENGLAND

Birmingham City Council
Mike Cooper 0121 303 7249
Mike_Cooper@birmingham.gov.uk

Cambridge City Council
Graham Hughes/David Parkin 01223 457177

Cambridgeshire County Council
Wyn Hughes 01223 717500

ANNEX B LOCAL AUTHORITY CONTACTS

Centro
William Staniforth 0121 214 7079

Coventry City Council
Jan Cook 024 7683 2041

Derby City Council
Christine Durrant 01332 715037
Christine.durrant@derby.gov.uk

Derbyshire County Council
Steve Cannon 01629 580000 ext. 7148

Dudley M.B.C
Don McDougal 01384 815433

Gloucestershire Country Council
Paul Hardyman 01452 425557

Ipswich Borough Council
John Jacobs 01473 262061

Leicester City Council
Howard Thomas 0116 252 6563

Leicestershire County Council
Dave Abbot 0116 265 7263 ext 7178

Norfolk County Council
David Cumming/Paul Holloway 01603 222733

Nottingham City Council
Jennie Maybury/Jeremey Prince 0115 915 5218

Nottinghamshire County Council
Steve Colvert 0115 977 4365

Oxford City Council
Peter Man 01865 252167

Oxfordshire County Council
Rachel Gover 01865 815496

Rutland County Council
Ashley Holland 01572 758290

Sandwell M.B.C
Alan Tilly 0121 569 4261

Shropshire County Council
Martin Withington 01743 253131

Solihull M.B.C
Kay Shilton 0121 704 6000

South Gloucestershire Council
Lesley Organ 01454 863607

Staffordshire County Council
Nick Lloyd/Sonia Atkins 01785 276610

Stoke-on-Trent City Council
Austin Knott/John Nichol 01782 232635

Telford and Wrekin District Council
Colin Knight 01952 202100

Walsall M.B.C
Marie Newton 01922 652561

Warwickshire County Council
Sally Silk 01926 413428
travelwise@dial.pipex.com

Wolverhampton M.B.C
Nick Kitchen /Lydia Barnstaple 01902 556556 ext 5684

Worcestershire County Council
Maggie Clark 01905 766809

SOUTH WEST ENGLAND

Aldershot, Rushmoor Borough Council
Peter See 01252 398241

Bristol City Council
Alistair Coks 0117 903 6713

Cornwall County Council
Joan Mallard 01209 820611

Devonshire County Council
Leslie Smith/Simon Timms 01392 383246

Dorset County Council
Jennifer Pritchard 01305 225085

Exeter City Council
Nathan Davies/Ruth Sanders 01392 265178

Plymouth City Council
Nigel Twinn 01752 772630

Poole Borough Council
Kathy Saunders 01202 262051

Portsmouth City Council
Marie Barbour/Paul Denyer 01705 834876

Somerset County Council
Mark Thompson 01823 565455 ext 8114

Southampton City Council
Valerie Smith 01703 833240

Swindon Borough Council
Lorna Bell 01793 466449

Wiltshire County Council
Andrew Stuck 01225 713388

SOUTH EAST ENGLAND

Bedfordshire County Council
Sue Birkett 01234 228208

Bexley London Borough Council
Frank Baxter 020 8303 7777 ext. 3663

Bournemouth Borough Council
John Satchwell 01202 454654

ANNEX B LOCAL AUTHORITY CONTACTS

| | | | |
|---|---------------|--|---------------|
| Bracknell Forest Borough Council Kevin Tidy | 01344 351170 | Northamptonshire County Council Colin Wilkinson | 01604 236710 |
| Brighton and Hove Council Andy Renaut | 01273 292477 | Peterborough City Council Richard Waters/James Sylvester Richard.waters@peterborough.gov.uk | 01733 453540 |
| Buckinghamshire County Council Stefan Dimic | 01296 382834 | Richmond-on-Thames London Borough Council Elaine Wyatt | 020 8891 7323 |
| Ealing Borough Council, London Ashis Choudhury | 020 8579 2424 | Slough Borough Council Gary Sullivan/Barry Jiggins | 01753 875645 |
| East Sussex County Council Eric Portsmouth/Simon Crew | 01273 482309 | Southend-on-Sea Borough Council Paul Mathieson | 01702 215321 |
| Essex County Council Nina Miller | 01245 437120 | Suffolk County Council Mike Motteram mike.motteram@suffolkecc.gov.uk | 01473 583199 |
| Hampshire County Council Heidi Hutton | 01962 847732 | Surrey County Council Matt Beale-Collins travelwise@surreycc.gov.uk | 020 8541 9322 |
| Hertfordshire County Council Lilian Goldberg | 01992 556119 | Thurrock Council Denise Langan | 01375 652216 |
| Kent County Council Mick Sutch/David Joiner | 01622 221612 | West Sussex County Council Ian Patrick | 01243 777161 |
| Luton Borough Council Alan Hill | 01582 546308 | | |
| Milton Keynes Council Phil Caves | 01908 252260 | | |

ACKNOWLEDGEMENTS

This guide has been produced by Halcrow Fox, part of the Halcrow Group (www.halcrow.com).
The authors would like to express their thanks to those who contributed.

Beaver Homes
David Griffiths and Company
St Modwen
Chartered Institute of Logistics and Transport
Royal Institution of Chartered Surveyors
Institution of Civil Engineers
Institute of Highways and Transportation
Royal Incorporation of Architects in Scotland
Institute of Purchase and Supply

Further thanks go to those who have
supplied photographs:
Julia Bayne
Sustrans
Gordon Stokes
Steer Davies Gleave
Cullan Riley
Glanville Consultants
Nottinghamshire County Council

The Government's Energy Efficiency Best Practice Programme provides impartial, authoritative information on energy efficiency techniques and technologies in industry, transport and buildings. The information is disseminated through publications, videos and software, together with seminars, workshops and other events. Publications within the Best Practice Programme are shown opposite.

For further information visit our web site at www.energy-efficiency.gov.uk or

for buildings-related topics please contact:

BRECSU
Building Research Establishment
Garston, Watford, WD2 7JR
Tel 01923 664258
Fax 01923 664787
E-mail brecsuenq@bre.co.uk

for industrial and transport topics please contact:

ETSU
Harwell, Didcot, Oxfordshire,
OX11 0QJ
Fax 01235 433066
Helpline Tel: 0800 585794
Helpline email: etbppenvhelp@aeat.co.uk

Energy Consumption Guides: compare energy use in specific processes, operations, plant and building types.

Good Practice: promotes proven energy efficient techniques through Guides and Case Studies.

New Practice: monitors first commercial applications of new energy efficiency measures.

Future Practice: reports on joint R & D ventures into new energy efficiency measures.

General Information: describes concepts and approaches yet to be fully established as good practice.

Fuel Efficiency Booklets: give detailed information on specific technologies and techniques.

Energy Efficiency in Buildings: helps new energy managers understand the use and costs of heating, lighting etc.